

# **PROPOSED PUBLIC OUTREACH PLAN FOR DOWNTOWN MASTER PLAN**

## **KEY AUDIENCES TO REACH**

1. Downtown Stakeholders – property and business owners, residents, event producers, developers, commercial brokers, non-profit, governmental and educational entities;
2. Neighborhoods adjacent to downtown;
3. Opinion leaders – business, civic, community;
4. Policy makers and elected officials;
5. Community organizations;
6. General public.

## **STRATEGIES FOR REACHING THESE AUDIENCES**

1. Utilize DLA data bases/networks/webpage for mailings, electronic communications, newsletters, etc.;
2. Utilize city data bases (networks/webpage/City Planning and Urban Development) for mailings and electronic communications, newsletters;
3. Utilize Downtown Action Team networks and webpage linkages for mailings and electronic communications;
4. Conduct briefing session for local media prior to August 1 on Master Plan goals anticipated outcomes, schedule of activities;
5. Do periodic updates for local media throughout Master Plan process;
6. Utilize Channel 5 programming for interviews with consultants periodic updates on process and broadcasting of key public meetings and events;
7. Establish Speakers Bureau to do presentations to community organizations, business associations and civic groups;
8. Utilize limited advertising to promote key meetings and events.

## **MOST IMMEDIATE NEED**

- Publicize August 20<sup>th</sup> workshop at Cornhusker Hotel, 5:30 – 8:30 p.m.